FACT FILE: Median Salaries of Administrators, 1989-90

	All Institutions	Doctoral	Comprehensive	Baccalaureate	2-year
Executive					
Chief executive of a system	$91,400	$124,750	$106,000	$75,705	$78,297
Assistant to chief executive of a system	57,553	65,000	—	—	47,456
Chief executive of a single institution	87,000	126,027	97,268	85,675	73,708
Assistant to chief executive of single institution	45,600	61,051	48,628	36,300	39,940
Executive vice-president	73,978	113,829	76,343	58,140	66,420
Academic					
Chief academic officer	$67,000	$101,000	$79,144	$60,674	$56,844
Chief health-professions officer	83,208	133,064	70,685	—	41,037
Director, library services	43,903	74,702	53,168	36,390	37,986
Circulation librarian	26,623	32,295	28,045	21,950	30,327
Acquisitions librarian	30,603	37,941	30,785	25,872	27,019
Technical-services librarian	31,308	48,000	33,860	25,744	30,066
Public-services librarian	32,818	47,924	34,215	27,800	31,000
Reference librarian	28,900	38,791	29,784	25,925	29,908
Director, institutional research	46,066	57,197	47,041	37,000	42,476
Associate director, institutional research	37,692	41,887	35,642	31,178	35,055
Director, educational-media services	34,001	47,500	37,545	27,230	34,111
Director, learning-resources center	37,500	47,800	39,000	28,409	42,746
Director, international studies	46,188	54,000	45,794	37,562	47,091
Director, academic computer center	46,013	65,430	47,019	36,000	40,304
Associate director, academic computer center	39,520	52,872	39,423	25,700	—
Administrator, grants and contracts	44,612	59,520	43,500	28,070	37,502
Dean, architecture	81,622	85,000	—	—	—
Dean, agriculture	81,750	93,600	65,912	—	—
Dean, arts and letters	58,000	93,481	67,193	48,928	46,057
Dean, arts and sciences	66,000	89,250	68,000	50,770	47,528
Dean, business	66,000	99,000	73,700	50,000	47,424
Dean, communications	53,318	84,500	60,228	33,412	45,057
Dean, continuing education	50,000	72,060	56,696	40,000	46,220
Dean, dentistry	110,000	117,000	—	—	—
Dean, education	64,000	81,550	64,500	46,090	46,379
Dean, engineering	81,200	100,900	79,900	50,700	51,912
Dean, extension	59,014	85,444	59,950	—	45,969
Dean, fine arts	57,928	78,590	66,103	41,239	49,607
Dean, graduate programs	65,199	82,000	63,224	44,445	—
Dean, health-related professions	60,000	80,589	67,389	48,000	45,888
Dean, home economics	72,200	77,568	—	—	—
Dean, humanities	50,400	89,263	63,975	40,300	47,730
Dean, instruction	55,533	—	—	—	54,919
Dean, law	109,472	114,250	109,200	—	—
Dean, library and information sciences	62,000	80,000	58,219	—	49,750
Dean, mathematics	48,270	83,164	55,391	36,462	47,513
Dean, medicine	151,410	163,425	131,250	—	—
Dean, music	55,456	79,237	60,000	33,075	—
Dean, nursing	56,200	82,545	61,190	44,011	43,700
Dean, pharmacy	86,964	93,670	74,900	—	—
Dean, public health	94,000	125,600	—	—	—
Dean, sciences	53,577	97,334	67,600	41,000	49,140
Dean, social sciences	49,789	91,547	69,209	41,115	48,476
Dean, social work	75,042	85,593	66,954	—	—
Dean, special programs	45,030	—	52,200	41,900	42,974
Dean, undergraduate programs	58,027	78,223	59,002	46,507	—
Dean, veterinary medicine	100,428	97,524	—	—	—
Dean, vocational education	52,146	—	68,102	53,800	47,000
Administrative					
Chief business officer	$63,307	$93,228	$74,301	$58,000	$53,574
Chief administration officer	64,403	87,937	70,961	53,130	56,485
Chief financial officer	58,463	79,100	60,462	49,350	48,849
Director, health and safety	42,000	52,605	36,636	27,000	—
Director, telecommunications	41,000	50,500	37,046	25,430	37,857
Chief planning officer	57,780	72,900	55,924	47,518	52,332
Chief budget officer	50,900	59,860	47,544	43,103	43,321
Associate budget director	40,000	47,367	37,853	34,000	35,392
Chief planning and budget officer	64,316	73,173	62,415	47,350	—
General counsel	66,700	77,843	57,358	51,648	—
Staff attorney	50,117	49,180	45,000	—	—
Chief personnel and human-resources officer	46,875	64,440	48,438	35,000	41,194
Associate director, personnel and human-resources	37,450	45,400	36,317	27,273	35,119
Manager, benefits	30,577	39,000	28,664	25,135	26,259
Manager, training and development	35,692	38,000	31,959	—	40,602
Manager, employee relations	39,000	37,892	34,993	—	—
Manager, labor relations	50,562	48,623	—	—	—
Manager, employment	31,000	36,365	28,083	24,970	29,239
Manager, wage and salary	34,297	35,559	31,931	—	30,290
Manager, personnel information systems	34,152	39,475	28,800	—	30,803
Director, affirmative action and equal employment	46,482	51,360	43,624	38,250	41,567
Associate director, affirmative action and equal employment	35,000	34,500	36,779	—	—
Director, personnel and affirmative action	37,979	—	40,650	30,000	41,053
Chief computer officer	49,896	73,600	56,311	40,600	44,000
Associate director, computer center	42,000	60,724	42,240	33,807	38,561
Data base administrator	40,200	45,900	38,400	28,000	37,614
Systems analyst, highest level	37,449	39,768	37,264	29,200	32,332
Systems analyst, lowest level	30,160	31,443	29,256	23,657	28,314
Programmer analyst, highest level	30,770	31,328	30,210	26,750	30,860
Programmer analyst, lowest level	24,638	24,988	24,215	22,383	25,440

	All Institutions	Doctoral	Comprehensive	Baccalaureate	2-year
Administrative, continued					
Director, administrative computer center	$45,360	$61,000	$47,376	$35,313	$39,094
Associate director, administrative computer center	38,135	53,475	41,041	30,600	35,443
Director, information systems	52,860	57,393	48,960	42,529	50,931
Chief physical-plant officer	45,000	68,000	51,023	38,407	39,315
Associate director, physical plant	37,596	52,589	39,242	29,000	31,676
Manager, landscape and grounds	29,000	35,449	29,364	24,800	25,959
Manager, building maintenance trades	32,498	39,865	32,772	28,728	29,275
Manager, technical trades	34,225	41,031	32,800	28,300	30,979
Manager, custodial services	28,090	35,023	29,000	23,500	25,064
Manager, power plant	35,877	42,723	34,054	32,960	32,788
Comptroller	46,783	67,200	49,573	38,600	39,959
Manager, payroll	28,991	37,602	29,388	21,600	26,043
Director, accounting	38,798	47,880	38,900	30,838	33,991
Staff accountant, highest level	28,434	29,897	29,400	25,000	28,195
Staff accountant, lowest level	23,000	24,351	24,003	20,000	23,643
Bursar	34,400	43,330	33,760	27,055	31,200
Associate bursar	28,896	35,075	26,676	24,000	—
Director, purchasing	36,968	49,705	37,028	29,694	33,050
Associate director, purchasing	32,566	38,918	30,278	24,380	25,237
Director, bookstore	27,500	44,450	32,900	22,000	25,394
Associate director, bookstore	24,268	30,330	24,630	17,650	24,807
Director, internal audit	44,647	54,314	38,000	36,750	36,400
Director, auxiliary services	45,601	59,887	46,106	36,977	40,402
Manager, mail services	21,446	28,000	22,598	16,283	19,578
Director, campus security	33,722	48,520	36,436	26,500	30,658
Director, risk management and insurance	46,900	49,404	38,325	—	—
Administrator, hospital medical center	122,715	125,080	—	—	—
Director, medical-center public relations	51,230	51,805	—	—	—
Director, medical-center personnel	50,280	55,541	—	—	—
External affairs					
Chief development officer	$58,000	$82,796	$65,389	$54,000	$45,285
Director, annual giving	34,200	43,659	35,700	30,320	33,811
Director, corporate and foundation relations	40,000	49,376	37,563	36,500	36,448
Coordinator, resource development	27,910	33,950	26,402	25,000	—
Director, estate planning	42,390	51,438	42,400	37,135	—
Chief public-relations officer	40,700	68,000	44,900	32,924	35,170
Director, governmental relations	62,000	69,863	59,393	—	—
Chief development and public-relations officer	64,700	90,000	71,074	48,900	45,338
Director, alumni affairs	33,600	53,322	35,125	28,985	26,739
Director, development and alumni affairs	43,741	62,748	46,191	43,305	37,008
Director, special and deferred gifts	41,077	53,561	44,750	36,040	—
Director, church relations	33,150	—	43,240	32,990	—
Director, community services	40,598	52,041	37,077	30,369	40,598
Director, publications	33,809	42,670	33,665	28,885	33,070
Associate director, publications	26,363	33,660	26,083	22,850	—
Manager, printing services	29,640	37,900	30,244	22,450	26,125
Director, information office	33,638	50,340	35,611	26,306	31,626
Director, news bureau	30,030	39,377	29,500	23,817	—
Student services					
Chief student-affairs officer	$54,463	$79,900	$63,096	$45,948	$50,901
Director, admissions	41,974	57,264	46,000	38,200	36,965
Associate director, admissions	30,000	36,645	31,187	26,500	30,711
Admissions counselor	20,911	23,000	21,246	19,000	24,558
Academic advisor	24,278	23,463	26,850	24,000	26,724
Director, admissions and registrar	47,393	63,731	52,500	36,750	42,631
Registrar	37,899	54,100	42,964	32,226	35,296
Associate registrar	31,409	38,289	32,045	24,698	31,000
Assistant registrar	25,493	30,600	27,000	20,442	28,045
Director, admissions and financial aid	47,079	72,554	55,000	47,660	40,517
Director, student financial aid	36,897	51,108	41,200	31,800	35,306
Associate director, student financial aid	27,294	35,658	28,318	22,000	26,519
Director, food services	37,240	51,198	38,348	33,777	27,516
Associate director, food services	32,020	41,700	31,992	24,513	—
Director, student housing	33,900	49,608	36,848	26,915	28,010
Associate director, student housing	28,080	34,715	27,995	19,808	—
Housing officer, administrative operations	29,800	36,975	29,129	20,000	—
Housing officer, residential life	24,913	34,287	26,000	21,150	23,065
Director, foreign students	31,333	38,806	29,015	26,463	—
Director, student union	37,792	47,000	37,480	28,503	34,837
Associate director, student union	30,800	35,803	29,855	23,057	—
Student-union business manager	30,579	32,441	29,400	—	—
Director, student activities	30,000	41,000	31,682	24,688	31,819
Director, student placement	33,845	45,949	36,360	28,040	32,927
Director, student counseling	39,908	53,083	41,087	31,000	40,320
Associate director, student counseling	34,725	40,888	31,996	26,125	35,302
Director, student health services, physician	70,008	79,520	66,000	31,800	—
Director, student health services, nurse	26,466	36,756	29,403	21,600	26,137
Director, campus ministries	30,269	43,072	32,400	27,500	—
Director, athletics	47,175	77,190	53,521	38,000	38,888
Men's	49,700	60,000	49,830	44,100	—
Women's	36,228	48,000	39,710	29,122	—
Director, sports information	26,204	33,243	27,000	20,281	—
Director, campus recreation and intramurals	30,626	40,949	29,700	25,000	29,906
Director, enrollment management	47,580	65,261	56,188	45,275	38,460
Director, minority affairs	35,000	40,000	34,314	30,000	35,000
Director, conferences	35,508	44,465	35,326	27,770	35,904

Note: The figures are based on reports of 1,390 colleges and universities and are meant to provide a broad overview of salaries in higher education. A dash indicates insufficient data.

SOURCE: COLLEGE AND UNIVERSITY PERSONNEL ASSOCIATION

Salaries of Administrators Rise More Slowly Than Inflation Rate

Continued From Page A16

campuses, whose median salary is $87,000, were among the big winners in this year's survey, with a 9.2-per-cent increase over last year.

When all types of institutions were considered, five categories of administrators are earning salaries that top the $100,000 mark this year, compared with four last year. Joining medical-center chiefs and the deans of medical schools, law schools, and dental schools are deans of veterinary medicine, whose median salary is $100,428.

Historical Inequities

As in past years, women and members of minority groups are earning less than white men of the same rank. The discrepancies may be due in part to the fact that many female and minority administrators have spent less time in their positions, Mr. Toller said. But part of it may still be attributable to historical inequities between salaries paid to white males in academe and those paid to women and members of minority groups, he said.

In a few notable exceptions, the median salaries for female and minority administrators are higher than those of their male counterparts. For example, minority-group members who are chief financial officers at doctoral and comprehensive institutions earn more than their white counterparts. In addition, women who are business deans at doctoral institutions have higher median salaries than men holding the same position.

Women who are business deans at doctoral institutions have higher median salaries than men holding the same position.

This year's study by the personnel association was based on data on 160 administrative positions at 1,390 colleges and universities. Aggregate data by type of institution, budget size, and enrollment are included in the 115-page "1989-90 Administrative Compensation Survey."

Data Must Be Used Carefully

While the annual report is read by many governing-board members, administrators, and professors eager to see how their institutions' salaries stack up, Mr. Toller and others caution that comparative data must be used carefully.

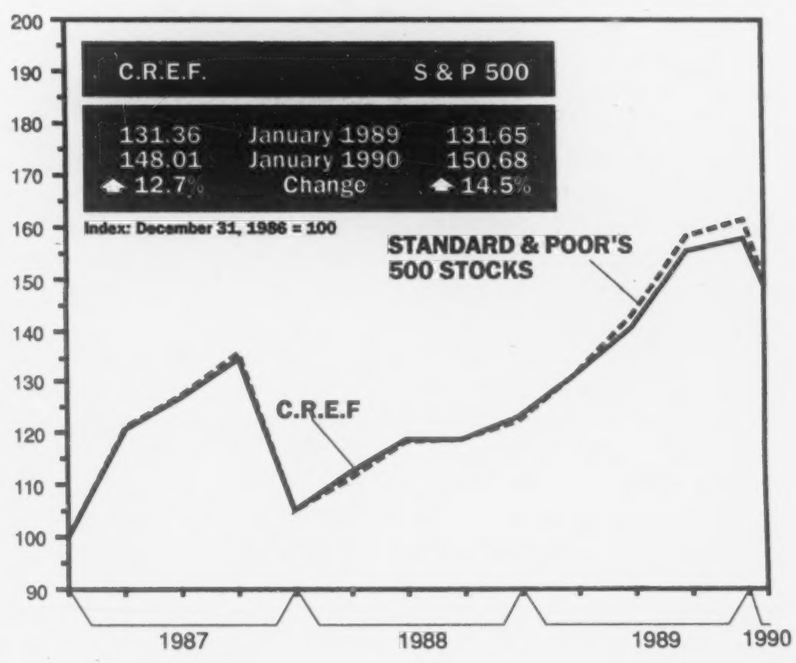
For example, this year's survey found that the median salary of chief executive officers of higher-education systems was $91,400, compared with $95,242 last year.

The reason? One explanation may be that last year's figure was based on the salaries of 92 chief executives, while the latest figure is based on 227.

"Chief executives are not necessarily making on the average of 5 per cent less than they did last year," Mr. Toller said. "Instead, the larger group of respondents this year may have included more heads of community-college systems who typically make less than heads of university systems."

Copies of the "1989-90 Administrative Compensation Survey" are available from the College and University Personnel Association, 1233 20th Street, N.W., Suite 503, Washington 20036; (202) 429-0311. The price is $65 for CUPA members, $160 for non-members who participated in the survey, and $285 for all other non-members. The association also does custom-tailored salary studies for institutions that want to make comparisons with peer institutions. ■

Pension Money in the Stock Market



Pension funds invested in common stocks by the College Retirement Equities Fund had a total investment gain (changes in market value, plus dividends, less investment costs) of 12.7 per cent during the 12 months ending January 31. The value of one "accumulation unit" (share) for January was $44.04.

SOURCE: COLLEGE RETIREMENT EQUITIES FUND

New Books on Higher Education

It may be necessary to add state tax to the cost of books listed below. Discounts may be available to scholars and to people who order in bulk.

Digest of Education Statistics, 1989 (National Center for Education Statistics, order from Superintendent of Documents, U.S. Government Printing Office, Washington 20402; 462 pages; $25 prepaid; request stock number 065-000-00391-1).

Financial Aid: A Partial List of Resources for Women, fifth edition, by Julie Kuhn Ehrhart (Project on the Status and Education of Women, Association of American Colleges, 1818 R Street, N.W., Washington 20009; 20 pages; $3.50 prepaid).

Financial Management for Student Affairs Administrators, edited by John H. Schuh (American College Personnel Association, available from American Association for Counseling and Development, 5999 Stevenson Avenue, Alexandria, Va. 22304; 147 pages; $17 for A.A.C.D. members, $19 for non-members; add $1.50 for shipping in both cases). Topics discussed include the fiscal management of student health services, counseling centers, and such auxiliary enterprises as food services and college stores.

A History of Diploma Programs in Nursing and the National League for Nursing, 1952-1987, by Katherine Brim (National League for Nursing, 350 Hudson Street, New York 10014; 149 pages; $14.95, plus $3 for shipping).

Marketing and Development for Community Colleges, edited by Jeremiah Ryan and Nanette J. Smith (Council for Advancement and Support of Education, 11 Dupont Circle, Suite 400, Washington 20036; 252 pages; $22.50 prepaid for CASE members, $27.50 prepaid for non-members). Discusses market research, enrollment management, fund raising, grants, and other topics related to institutional planning, marketing, and development at community and junior colleges.

Nursing Student Census 1989, by Peri Rosenfeld (National League for Nursing, 350 Hudson Street, New York 10014; 102 pages; $21.95, plus $3 for shipping). Presents data from the period August 1987 to July 1988.

Open Doors, 1988/89: Report on International Educational Exchange, edited by Marianthi Zikopoulos (Institute of International Education Books, 809 United Nations Plaza, New York 10017; 197 pages; $32.95 prepaid). Reports on the I.I.E.'s latest census of foreign students in the United States.

Recruiting Minority Teachers: A Practical Guide (American Association of Colleges for Teacher Education, Publications, One Dupont Circle, Suite 610, Washington 20036; 31 pages; $20 prepaid). Suggests strategies for recruiting minority-group members as teacher-education students.

The Revitalization of Teacher Education Programs at Historically Black Colleges: Four Case Studies, by Antoine M. Garibaldi (Southern Education Foundation, 135 Auburn Avenue, Second Floor, Atlanta 30303; 29 pages; $5, plus $1.50 for shipping). Institutions discussed are Bethune-Cookman College, Xavier University of Louisiana, and Norfolk State and Tuskegee Universities.

Supplemental Guide to the Department of Education's Blue Book (National Association of College and University Business Officers, P.O. Box 91600, Washington 20090; 51 pages; $20 prepaid for NACUBO members, $30 for non-members). A guide to maintaining accounting records related to Title IV student financial-aid programs.

Taking Your Show on the Road: A Guide for New Student Recruiters, by Helen Linstrum (Council for Advancement and Support of Education, 11 Dupont Circle, Suite 400, Washington 20036; 57 pages; $17.50 prepaid for CASE members, $21 prepaid for non-members). A training manual for faculty members, staff members, and volunteers who counsel prospective college students.

Theodore M. Hesburgh: A Bio-Bibliography, compiled by Charlotte A. Ames with a biography by Thomas Stritch (Greenwood Press, 88 Post Road West, Westport, Conn. 06881; 257 pages; $39.95 prepaid). Combines a biography of Father Hesburgh, president emeritus of the University of Notre Dame, with a bibliography of his published and unpublished works, a bibliography of selected works about him, and a description of manuscripts, photographs, and other materials available in the university's archives.

Toward a Caring Curriculum: A New Pedagogy for Nursing, by Em Olivia Bevis and Jean Watson (National League for Nursing, 350 Hudson Street, New York 10014; 396 pages; $34.95, plus $3 for shipping).

Vacation Study Abroad, 1990, edited by E. Marguerite Howard (Institute of International Education Books, 809 United Nations Plaza, New York 10017; 223 pages; $24.95 prepaid). Contains information on more than 1,300 summer study-abroad programs sponsored by American and foreign colleges and universities, as well as non-profit and proprietary educational organizations.

Idaho Faculty Seeks Drug-Testing Role

MOSCOW, IDAHO

The Faculty Council at the University of Idaho has voted to include a clause in the institution's faculty-staff handbook seeking the right to approve or deny the imposition of drug testing of athletes or other students.

Officials of Idaho's athletic department last spring asked the National Collegiate Athletic Association to conduct random tests of athletes, but have yet to develop their own testing program.

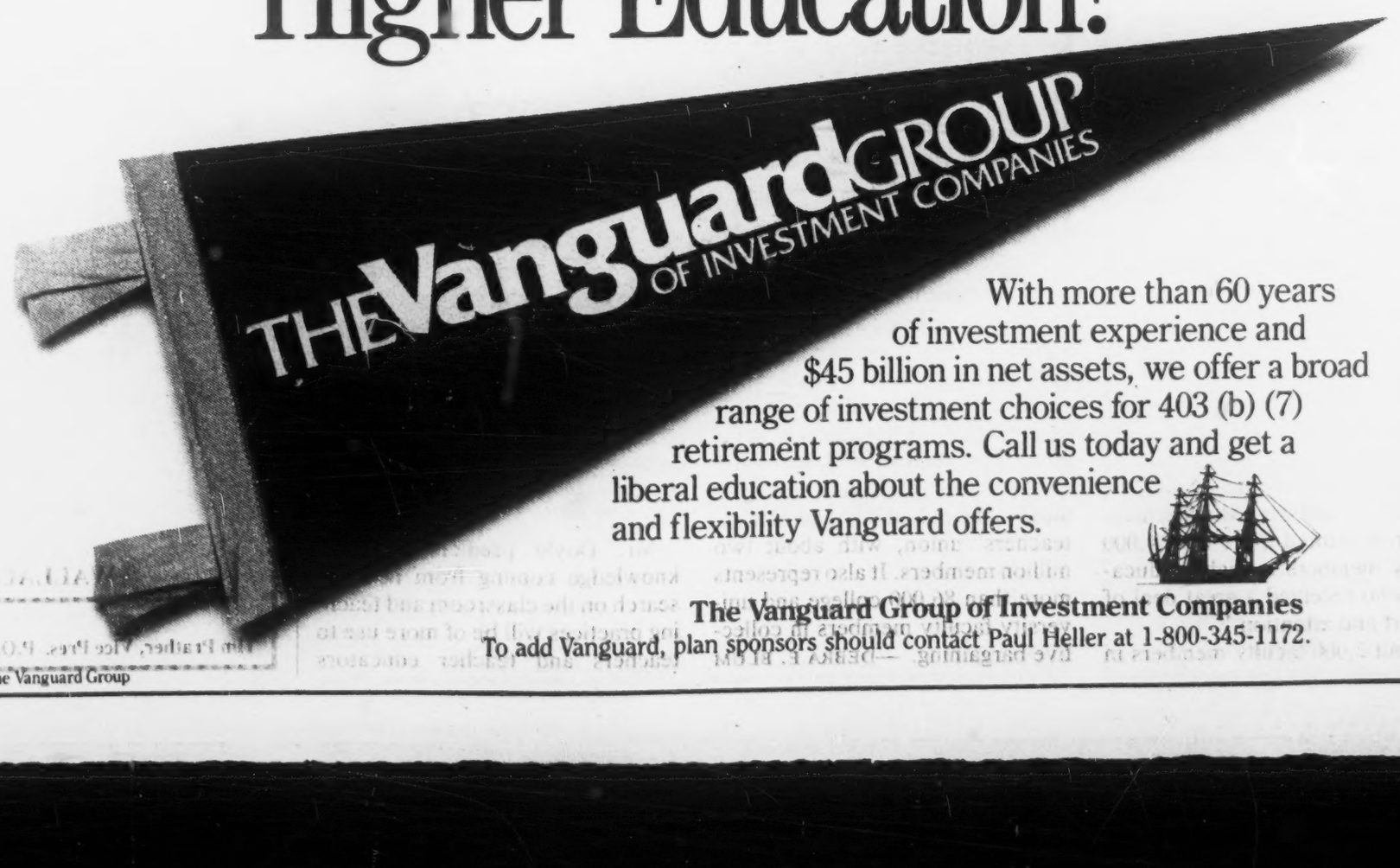
The Faculty Council's motion stated that it was not the policy of the university or its departments to engage in drug testing of its students, and that any proposal to do so "must be approved by the council before implementation."

At last spring's N.C.A.A. testing, athletes selected at random were asked to volunteer for the tests. All did, and none failed them.

Supporters of the Faculty Council's motion said the university should offer counseling but leave law enforcement to the police.

Michael J. DiNoto, a professor of economics and chairman of the Faculty Council, said that shortly after the vote was taken, the university's president, Elisabeth A. Zinser, sent the council a memorandum saying she would consult it before carrying out any drug-testing program. —PETER MONAGHAN

Where Can Professors Go For Higher Education?



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Ways & Means

As part of the Bush Administration's effort to make the vacant job of the director of the National Institutes of Health more attractive, the White House has proposed that the official be given a discretionary fund equal to 1 per cent of the institutes' total appropriations, or about $79-million in 1991.

Whoever is chosen for the post could use the fund to support promising new areas of research or to correct imbalances between promising grant applications and the ability of individual institutes to pay for grants.

■

When President Bush went to San Francisco this month to talk about defense policy, he ended up getting an earful about the importance of private colleges.

During the luncheon preceding his speech to the Commonwealth Club of California, Mr. Bush was seated next to the club's chairman, Joseph R. Fink, president of Dominican College of San Rafael. Mr. Fink used the opportunity to tell the President that students at private colleges have been particularly hard hit by the federal emphasis on loans and its failure to increase student grants.

"It was a polite discussion," reports Mr. Fink, who adds that President Bush seemed familiar with the issues, but made no promises concerning student aid.

The two men also discussed the invasion of Panama, jogging, dieting, and relations with the press, Mr. Fink says.

■

This year marks the centennial of the federal law that led to the creation of black land-grant colleges, and the colleges are using the occasion for a year-long celebration designed to attract more attention and financial support.

The law was the Morrill Act of 1890, named for Sen. Justin Morrill, who sponsored the black-college legislation as well as the 1862 law that led to the development of all land-grant institutions. The 1890 law required states that did not admit black students to their land-grant institutions to create new institutions to serve the same functions for black citizens.

Some states designated existing institutions as black land-grant colleges, or "1890 institutions." Others created new colleges for the purpose.

All 17 of the colleges are sponsoring events in their communities throughout the year, and some national events are planned as well.

In April the Smithsonian Institution's National Museum of American History will open an exhibit on the history of the black land-grant colleges. And on August 30, the anniversary of the date President Benjamin Harrison signed the measure into law, Lincoln University in Missouri will re-enact the signing ceremony.

Spending by States on Student Aid Will Increase by 12 Pct. This Year, Passing $2-Billion Mark

Three quarters of the money will go to undergraduates on basis of financial need

By GOLDIE BLUMENSTYK

State spending on grants for college students will rise 12 per cent this academic year and top $2-billion for the first time.

More than three-quarters of the money—$1.6-billion—will go to undergraduate students on the basis of financial need. That sum is an increase of 11.6 per cent over similar spending in 1988-89 and is the second-highest annual increase for need-based aid in 10 years.

1.37 Million Undergraduates

An additional 10 per cent of the $2.09-billion in state aid programs is slated for undergraduates through a variety of programs that don't take into account the student's financial need. Some of those programs award funds based on academic achievement and others provide money for students willing to enter certain fields, such as teaching.

Aid to graduate students accounts for a little more than 2 per cent of the total. The remainder is awarded by state departments other than the student-aid agencies.

More than 1.37 million undergraduates with financial need will be served by state programs this year, 4 per cent more than in 1988-89, but a significant increase over the 1.14 million who received such awards in 1980-81. In that year, the overall average award was $735. This year it is expected to be $1,171, a 7.2-per-cent increase over the 1988-89 average. At public institutions, the average award will be $862; at private institutions, where student costs are generally higher, the average will be $1,788.

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T. Edward Hollander, N.J. Chancellor of Higher Education: "It's going to be awfully difficult for the state to continue the increases as we have in the last decade."

The findings are contained in the latest annual report by the National Association of State Scholarship & Grant Programs, which each year surveys the state agencies responsible for student aid. The report calls the spending increase in need-based aid for undergraduates "a very positive reversal of the slow growth rate" for such aid in 1988-89 and the mid-1980's.

But the report also says the increase in state spending is an example of a pattern in the 1980's in which states have assumed from the federal government a growing share of the financial responsibility for helping students to pay for higher education.

Need-Based Aid Grows by 92 Pct.

"More money and more students: I think you can make the case that the states are filling in," said Jerry S. Davis, director of research and policy analysis at the Pennsylvania Higher Education Assistance Agency, which conducts the survey for the association.

Since 1980-81, state spending on need-based aid for undergraduates has grown by more than 92 per cent. In comparison, the report says overall spending on Pell Grants, the equivalent federal program, has increased 74.7 per cent in the same period. Excluding the federal funds awarded to students at proprietary schools, the report says, the overall increase in Pell Grant money for students at non-profit colleges amounted to less than 40 per cent, while the increase in state spending was about 89 per cent.

The cost of attending college more than doubled in the same period.

"If state grant dollars had not increased at over twice the rate of their Pell Grant

Continued on Page A31

As Colleges Analyze President's Budget Proposals, They Discover Some Problems, Some Victories

By THOMAS J. DeLOUGHRY

WASHINGTON

While proposed cuts in student aid in academic 1991-92 attracted the most attention when President Bush sent his 1991 budget to Congress last month, college officials are also bothered by other provisions in the 1,269-page document.

The objects of their concern range from a scheduled reduction in Pell Grants for 1990-91 to a proposal to slash nearly $700-million from a program that reimburses colleges for educating immigrants.

But there is also praise from student-aid advocates for the Administration's request for an estimated $7-million that would allow more students to apply for student aid in 1991-92 without being charged an application fee.

Student-aid administrators found bad news on the application front this year. They are bemoaning an Education Department decision not to publish a guidebook of student-aid programs for 1990-91.

American Council Leads the Effort

The effort to persuade Congress to restore the cuts in the Pell Grant program for 1990-91 is being led by the American Council on Education. In a letter sent this month to chairmen of Congressional subcommittees with jurisdiction over education spending, Charles B. Saunders, Jr., the council's senior vice-president, asked Congress for a new $66.5-million spending bill for the Pell Grant program.

The money would restore the funds that Congress cut from the 1990 budget in November to help reduce the federal deficit. Education Department officials have cited that cut as the reason for decreasing awards in 1990-91.

Mr. Saunders's letter, which was endorsed by 14 other higher-education

Continued on Page A24

Coalition Works to Revive Legislation to Restore the Deductibility of Interest on Student Loans

© 1990 SAM KITTNER, FOR THE CHRONICLE

Sarena Seifer: The tax break is important because students who graduate with large debts feel they have no choice but to obtain high-paying jobs.

By SCOTT JASCHIK

WASHINGTON

A coalition of students and higher-education lobbyists is working to jump-start stalled legislation to restore the deductibility of interest on student loans.

As part of the 1986 tax-reform law, Congress eliminated that deduction, in line with the philosophy behind the legislation: a trade-off of deductions for lower income-tax rates. Since then, student groups—principally those representing people in medical and dental schools—have lobbied without success to restore the deduction.

This year, however, they may have a better chance. Their strategy appears to be attracting more Congressional support. A subcommittee of the House Ways and Means Committee will hear testimony on the legislation this week, and advocates of the deduction plan to step up their lobbying activities even more.

Sarena Seifer, coordinator of the Stu-

Continued on Page A25

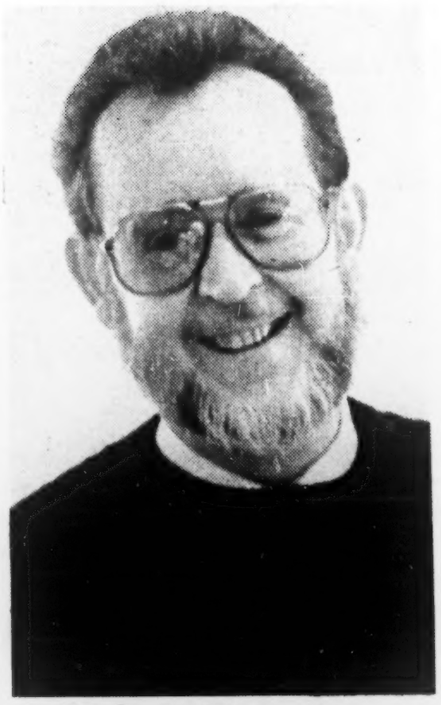
States to Increase Their Student Aid by 12 Pct. This Year

Continued From Page A21

dollars, the nation's college students would have been in much more dire need of publicly funded grants by the end of the decade," the report says.

T. Edward Hollander, New Jersey's Chancellor of Higher Education, said the pattern was clearly evident in his state. In 1980-81, aggregate financial aid to New Jersey's students from Pell Grants was more than double what the state provided. Since 1987, however, state spending for the grant program has exceeded the Pell Grant totals. Such growth, he said, cannot be sustained forever.

"It's going to be awfully difficult for the state to continue the increases as we have in the last decade," said Mr. Hollander. He said the slow increase in federal spending on aid had broken a long-standing assumption that the federal government would assume responsibility for students' college costs while states would be responsible for financing the institutions.



Jerry S. Davis: "More money and more students. I think you can make the case that the states are filling in."

Cal. Officials Are Worried

If the federal government intends to continue that shift in responsibility, said Mr. Hollander, Congress should first debate the policy change when it re-authorizes the Higher Education Act next year.

In California, too, where the average state award is now almost the same as the maximum Pell Grant of $2,300, state officials are worried. "You try to respond to pressing state needs when the federal government doesn't respond effectively," said Samuel M. Kipp III, executive director of the California Student Aid Commission. But, he said, with tough budget years on the horizon, "states are not going to be in a position to respond."

As in previous years, the study shows that states vary widely in the amount of money they devote to student aid.

Half of all the state financial aid is provided by five states, each of which awards more than $100-million. New York spends the most, followed by Illinois, California, Pennsylvania, and Texas. Twenty-three states account for 90 per cent of all the money spent on such aid.

77 Programs Still Exist

Because in many states, some financial aid is awarded by individual institutions, the study does not include all state-supported aid.

Other findings in the report:

- In the 1980's, states created a total of 77 new grant programs that still exist, of which 31 were need-based. Only three of the need-based programs were designed specifically for graduate students.
- Since 1984-85, need-based financial aid for graduate students has increased by 88 per cent, more than double the rate of increase for need-based undergraduate aid. But the vast majority of that aid—about 92 per cent—is supplied by only eight states, each of which awards at least $1-million annually. About 35 per cent of all the need-based aid for graduate students comes from New York State.
- This academic year, the 38 new non–need-based programs specifically for undergraduates are expected to award more dollars than the 28 new undergraduate need-based programs—$75.1-million versus $44.5-million. Nearly half of all the non-need money, however, is expected to be awarded by just two programs, whose goals illustrate the philosophy behind many of the new, non-need approach: the Undergraduate Scholars' Program in Florida, which encourages academically talented students to remain in the state for college; and the Ohio Student Choice Grants, which help students who attend private colleges in Ohio.

Copies of the report are available for $5 each from the Pennsylvania Higher Education Assistance Agency, 660 Boas Street, Harrisburg, Pa. 17102. ■

Nebraska Panel Kills Governor's Plan to Punish Drug Users

A Nebraska legislative committee last week killed a controversial proposal by Gov. Kay A. Orr to require drug rehabilitation for any public-college student convicted of a drug offense.

The plan also called for the expulsion of students convicted of two such offenses, and would have required all students, before they became eligible to enroll or receive state student aid, to sign an "acknowledgment" that they were aware of the penalties for drug use.

The Unicameral's Education Committee voted 5 to 1 to kill the bill containing the proposal. Larry Scherer, counsel to the committee, said the plan had been rejected because legislators "were not convinced that it would have a real impact on the drug problem" and were concerned that the punitive measures would fall most heavily on low-income students who couldn't afford to go to private colleges if they were expelled from public institutions.

Governor Orr, a Republican, said in a statement that she may introduce the proposal again next year. —CHRISTOPHER MYERS

FACT FILE: Estimated State Student Aid, 1989-90

Undergraduate

	Need-based assistance				Non-need-based assistance			
	Dollars paid out	1-year change	Number of awards	Average award	Dollars paid out	1-year change	Number of awards	Average award
Alabama	$2,196,000	0.0%	3,926*	$ 559*	$4,670,000	+13.6%	7,420	$ 629
Alaska	228,000	−2.6%	152	1,500	—	—	—	—
Arizona	3,383,000	−3.6%	4,975	680	—	—	—	—
Arkansas	3,905,000	+0.1%	11,906	328	749,000	+4.0%	375	1,997
California	158,985,000	+23.0%	79,070	2,011	—	—	—	—
Colorado	9,682,000	+3.1%	14,280	678	8,790,000	+10.6%	11,333	776
Connecticut	20,929,000	−1.0%	17,500	1,196	—	—	—	—
Delaware	1,029,000	+24.1%	1,266	813	203,000	+0.5%	194	1,046
District of Columbia	1,069,000	−0.6%	790	1,353	—	—	—	—
Florida	21,700,000	+31.3%	21,563	1,006	33,558,000	+19.4%	22,924	1,464
Georgia	5,005,000	−3.7%	14,099	355	15,810,000	+8.7%	16,042	986
Hawaii	755,000	+26.3%	900	839	—	—	—	—
Idaho	346,000	−0.6%	804	430	147,000	+28.9%	98	1,500
Illinois	180,800,000	+26.1%	111,100	1,627	19,385,000	+81.8%	23,533	824
Indiana	58,395,000	+63.6%	45,500	1,283	920,000	+126.6%	816	500
Iowa	32,101,000	+6.8%	17,958	1,788	800,000	+9.7%	1,945	411
Kansas	7,129,000	+28.7%	4,802	1,485	35,000	−5.4	100	350
Kentucky	13,858,000	+10.7%	23,375	593	—	—	—	—
Louisiana	2,006,000	+3.0%	3,343	600	723,000	+18.3%	2,384	303
Maine	2,008,000	+42.6%	4,400	456	—	—	—	—
Maryland	15,185,000	+18.3%	19,138	793	5,803,000	+29.6%	3,238	1,792
Massachusetts	59,494,000	−4.7%	44,555	1,335	1,569,000	−16.4%	1,549	1,013
Michigan	72,821,000	−3.5%	53,709	1,356	—	—	—	—
Minnesota	68,000,000	−0.4%	62,470	1,089	—	—	—	—
Mississippi	1,243,000	−0.6%	2,200	565	51,000	+59.4%	16	3,188
Missouri	10,814,000	+5.7%	8,600	1,257	6,543,000	+60.6%	3,309	1,977
Montana	417,000	−0.7%	1,300*	321*	—	—	—	—
Nebraska	2,037,000	+93.6%	2,500	510	—	—	—	—
Nevada	352,000*	0.0%	352*	1,000*	—	—	—	—
New Hampshire	922,000	+4.1%	1,758	524	10,000	0.0%	10	1,000
New Jersey	84,804,000	+11.3%	55,680	1,523	5,717,000	+52.7%	4,976	1,149
New Mexico	5,024,000*	0.0%	7,032*	714*	2,950,000*	0.0%	1,969*	1,498*
New York	380,570,000	+7.1%	302,966	1,256	24,739,000	+19.0%	64,515	383
North Carolina	4,489,000*	0.0%	7,065*	635*	23,297,000*	0.0%	24,330*	958*
North Dakota	1,540,000	+57.8%	2,540	606	82,000	−26.1%	n/a	n/a
Ohio	50,700,000	−0.3%	69,000	735	25,605,000	+18.7%	41,111	623
Oklahoma	11,535,000	+17.0%	15,505	744	2,080,000	+153.0%	620	3,355
Oregon	10,770,000	+6.5%	16,235	663	—	—	—	—
Pennsylvania	133,429,000	+12.1%	120,009	1,112	585,000	+5.6%	226	2,588
Rhode Island	10,134,000	+13.0%	9,500	1,067	120,000	0.0%	48	2,500
South Carolina	18,191,000	+2.1%	7,476	2,433	—	—	—	—
South Dakota	504,000	−0.4%	1,500	336	90,000	0.0%	60	1,500
Tennessee	17,295,000	+44.4%	24,599	703	205,000	+44.4%	51	4,020
Texas	24,967,000	+12.1%	19,271	1,296	—	—	—	—
Utah	1,068,000	−1.2%	1,690	632	—	—	—	—
Vermont	11,021,000	+19.0%	10,712	1,029	—	—	—	—
Virginia	8,284,000	+2.8%	9,700	854	16,861,000	−6.5%	15,567	1,083
Washington	13,624,000	+6.0%	19,406	702	—	—	—	—
West Virginia	5,272,000	+1.3%	5,500	959	—	—	—	—
Wisconsin	39,181,000	+9.3%	50,575	775	—	—	—	—
Wyoming	241,000	+13.7%	531*	454*	—	—	—	—
Puerto Rico	16,812,000	+6.3%	36,782*	457*	—	—	—	—
Total	**$1,606,249,000**	**+11.6%**	**1,371,565**	**$1,171**	**$202,097,000**	**+18.3%**	**248,759**	**$812**

Graduate and Professional

	Need-based assistance				Non-need-based assistance			
	Dollars paid out	1-year change	Number of awards	Average award	Dollars paid out	1-year change	Number of awards	Average award
Alabama	$49,000	+6.5%	16	$3,063	$101,000	+2.0%	58	$1,741
Alaska	—	—	—	—	1,984,000	n/a	n/a	n/a
Arizona	17,000	−5.6%	25	680	—	—	—	—
California	3,018,000	+3.5%	816	3,699	—	—	—	—
Colorado	866,000	+4.7%	740	1,170	1,104,000	+4.9%	600	1,840
Connecticut	—	—	—	—	200,000	0.0%	20	10,000
Delaware	167,000	+23.7%	156	1,071	—	—	—	—
Florida	—	—	—	—	1,055,000	+22.7%	136	7,757
Idaho	145,000	−0.7%	96	1,510	—	—	—	—
Iowa	—	—	—	—	396,000	n/a	132	3,000
Maryland	283,000	+13.7%	523	541	96,000	+37.1%	82	1,171
Massachusetts	6,000,000	+4.3%	2,500	2,400	—	—	—	—
Michigan	3,272,000	−7.5%	1,702	1,922	—	—	—	—
Mississippi	—	—	—	—	697,000	+6.3%	126	5,532
Nevada	48,000*	0.0%	48*	1,000*	—	—	—	—
New Hampshire	3,000	+50.0%	2	1,500	—	—	—	—
New Jersey	568,000	+6.0%	180	3,156	600,000	+17.0%	95	6,316
New Mexico	285,000*	0.0%	40*	7,125*	—	—	—	—
New York	11,430,000	+5.8%	12,200	937	5,968,000	+30.9%	1,435	4,159
North Carolina	1,500,000*	0.0%	784*	1,913*	—	—	—	—
Ohio	—	—	—	—	378,000	+10.9%	108	3,500
Oklahoma	1,570,000	+17.0%	1,720	913	290,000	+16.9%	86	3,372
Texas	2,413,000	+12.1%	1,586	1,521	—	—	—	—
Utah	—	—	—	—	968,000	+0.1%	66	14,667
Vermont	151,000	+18.9%	94	1,606	—	—	—	—
Virginia	—	—	—	—	1,228,000	−6.7%	1,156	1,062
Washington	1,000	0.0%	1	1,000	—	—	—	—
Puerto Rico	1,086,000	0.0%	3,718*	292*	—	—	—	—
Total	**$32,872,000**	**+4.3%**	**26,947**	**$1,220**	**$15,065,000**	**+38.5%**	**4,100**	**$3,674**

Note: This table shows most of the money that states will spend on student grants in 1989-90. In addition, 29 states will spend a total of $235,964,000 on "other" grants, a category that includes tuition-waiver programs, aid for veterans, and aid programs administered by state agencies other than student-aid agencies. Some states may spend more through programs that are not specifically identified as student-aid programs.
n/a Indicates data not available or no comparable program in 1988-89.
* Indicates an estimate based on data from past years.

SOURCE: NATIONAL ASSOCIATION OF STATE SCHOLARSHIP AND GRANT PROGRAMS

Give & Take

To help states better meet the needs of youth during their middle-school years, the Carnegie Corporation of New York has set up a $7.2-million grant program to support reforms in junior high schools.

The grant program grew out of recommendations made in a report released in June by the Carnegie Council on Adolescent Development. The report, "Turning Points: Preparing American Youth for the 21st Century," called for serious changes in the way students are taught in their middle-school years (*The Chronicle*, June 28).

Under the grant program, states will compete for as many as 30 grants worth a total of $4-million, to be awarded over three years. States will be required to match the awards with their own funds. The remaining $3.2-million will cover the costs of providing workshops, technical assistance, and consultation to states developing projects to assist middle-school students identified as "at risk." In addition, the Carnegie Corporation intends to hold a two-day workshop to bring together education experts.

"Turning Points" estimated that one in four young people—seven million youths aged 10 to 17—is extremely vulnerable to drug and alcohol abuse, early sexual experiences, pregnancy, sexually transmitted diseases, and academic failure.

The report warned that unless changes are made in the way these students are taught, colleges can expect fewer applicants and fewer academically and emotionally prepared students.

■

The University of Cape Town Fund Inc. has been awarded a $500,000 challenge grant by the Kresge Foundation to provide housing for all races at the university.

The grant will go toward the University of Cape Town's project to purchase and renovate a six-story apartment complex.

Total cost of the project is $3.6-million, and the university still needs to raise $1.7-million. The building is expected to house approximately 350 students and faculty members.

Government housing laws make it almost impossible for black students and faculty members from outside Cape Town to find housing other than what is provided by the university, said Margaret Touborg, president of the Cape Town Fund. Housing at the university, which enrolls 13,700 students, is limited, she added.

The grant is the first award by the Kresge Foundation in South Africa. The foundation gives challenge grants to colleges and universities for building and renovation projects.

The University of Cape Town Fund was established in 1985 as a U.S. public foundation. Based in New York City, the fund works to promote opportunities for blacks at the university by raising funds for scholarships, housing, and research.

Business & Philanthropy

Stanford, Dartmouth Plan to Trim Size of Administrations

Some non-academic jobs face axe in budget cuts at both institutions

Stanford University has announced a plan to trim $22-million from its budget over the next 18 months, make permanent reductions in non-academic staffing, and simplify what has been called a "cumbersome" administrative structure.

Non-academic areas of the university's budget will be reduced by a total of 13 per cent, said James N. Rosse, Stanford's vice-president and provost. No faculty positions will be cut, but the budget trimming may result in some layoffs of staff members, he said.

Meanwhile, Dartmouth College has adopted a series of cost-cutting moves, including eliminating 52 administrative and staff positions and keeping tuition and budget increases more closely in line with the rate of inflation. The cuts, which college officials say will insure a balanced budget for 1990-91, are Dartmouth's first since the mid-1970's.

At Stanford, the aim of the budget plan is to "restructure and streamline" the university's administrative operations by simplifying organizational structures, eliminating some staff positions, and "trimming or dropping some types of services altogether," Mr. Rosse said.

'Too Much Consensus' Needed

Widespread frustration has developed within Stanford over "a decision-making style that is too slow because it requires too much consensus." The university's administrative structure, Mr. Rosse said, is "cumbersome."

"I think I speak for many people when I say we are an institution that has too many committees, too many forms to fill out, too much red tape to go through," Mr. Rosse told the university's Faculty Senate this month in announcing the plan.

The university will attempt to reduce staffing through attrition and elimination of vacant positions but may be forced to lay off some current employees. Details of the plan are to be completed by June, but a freeze on some hiring will begin immediately.

The university recently said that during the 1980's, the number of faculty positions had increased about 5 per cent and administrative positions about 23 per cent.

Under the plan, Stanford also will:

■ Slow the rate of growth in tuition and hold the increase to 5.25 per cent in 1990-91, the lowest in 15 years. In 1989-90, tuition rose by 8 per cent.

■ Place a ceiling on the indirect costs of research. Indirect costs are what universities charge grant-making sources, chiefly the federal government, for doing research, and can cover salaries and administrative and library costs. Some faculty members have blamed the growth in bureaucracy at Stanford for rising indirect costs, which they say are limiting research opportunities.

■ Slow the university's building program and the repair and replacement of structures damaged in last October's Bay Area earthquake. Quake-related damage

Continued on Page A35

HOT SOURCE OF REVENUE

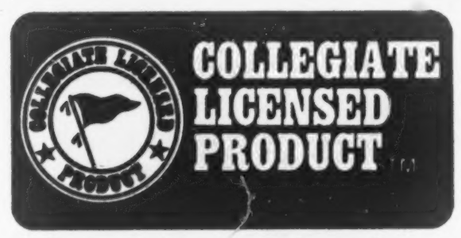
Colleges Fight Bootleggers as Sales Boom for Goods That Bear Logos and Emblems

By KAREN GRASSMUCK

Exploding sales of merchandise bearing college logos and emblems have become a hot new source of revenue for institutions, many of which are learning how to market and protect their trademarks aggressively.

But as relative newcomers to the commercial licensing business, colleges are still struggling to find ways to ward off bootleggers and assure customers that they are purchasing the genuine article.

Bootlegging—peddling unlicensed T-shirts and other articles on street corners outside football stadiums and at stores both at home and abroad—is a nettlesome problem, college licensing officials say. While sales of officially licensed merchandise topped $1-billion last year, according to most estimates, the annual sale of bootlegged T-shirts and sweatshirts is so huge and difficult to measure that it has never been estimated.



Colleges in the new Independent Labeling Group use this mark.

"Bootlegging continues to be a problem," says Jack R. Revoyr, international-licensing manager at the University of California at Los Angeles. Mr. Revoyr notes that a successful athletic season, while increasing sales of licensed goods, only exacerbates bootlegging. "Whenever you're popular, the enforcement need increases."

The Case of Bucky Badger

Unauthorized use of a college's name can be a source of embarrassment, too, particularly when the use is not only unlawful but unseemly.

Take the case of Bucky Badger, mascot for the University of Wisconsin at Madison.

Bucky's image appears on sweatshirts, pajamas, baseball caps, coffee mugs, and a host of other merchandise. But university administrators decided that his latest incarnation had gone too far. Two enterprising students had been selling latex condoms wrapped in envelopes bearing a picture of the badger and the words "Get Lucky Bucky."

University officials asked the students to "cease and desist," reasoning that the phrase and picture were an inappropriate use of the university's mascot, who pats children on the head at football and basketball games.

The university's protests apparently worked: The students agreed to halt production of the items and will stop selling them altogether as soon as their current supply runs out, says Arthur Hove, licensing administrator at the university. "We're not opposed to the product; we're opposed to the association," he says.

Mr. Hove is one of a growing number of college officials actively discouraging efforts to display their institutions' logos in a context that they judge to be in poor taste—a loosely defined category that can include the display of the university seal on everything from caskets to risqué lingerie.

Other offbeat and rejected ideas have included dentures stamped with a university seal, diapers that, when damp, reveal the logo of an athletic rival, and others best left unmentioned.

As might be expected, university officials do not boast about the money they make through merchandise licensing. Usually colleges receive royalty income of between 6 and 7 per cent of the price of each item sold.

While they welcome the additional revenues offered by sales of collegiate merchandise, they fear that such activity might bring their institutions the unwelcome reputation of being money-grubbing retailers. Administrators, even at public institutions, frequently refuse to disclose licensing figures. "Our licensing program exists only to protect the institution," says Mr. Revoyr of U.C.L.A., where annual trademark revenues have been estimated to be about $800,000. "We do not emphasize the income amounts."

Universities do not currently pay taxes on such revenues. But legislation being considered by Congress would impose a tax on certain income from business activities, including that earned from the sales of such items.

Firm Legal Footing

Tax concerns aside, recent court rulings have found the universities to be on firm legal footing when they assert their right to determine how their names are used.

In the last several years, institutions throughout the country have won legal battles over the use of their seals and emblems. In addition, with the aid of law-enforcement officials, they are cracking down on bootleggers.

Among the successes:

■ The University of North Carolina won a summary judgment in federal court last fall in a trademark-infringe-

Estimated Annual Royalties From Licensed Merchandise

U. of Notre Dame	$1,000,000
U. of Michigan	900,000
Pennsylvania State U.	800,000
Ohio State U.	800,000
U. of California at Los Angeles	800,000
Michigan State U.	688,000
U. of Iowa	500,000

SOURCE: CHRONICLE REPORTING

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Michael L. Greenberg, co-owner of Off Campus Inc., says labels that designate merchandise as officially licensed by an institution are helpful as a marketing tool: "Our customers come in and say, 'Is this the real stuff?' "

ment lawsuit against a Chapel Hill, N.C., T-shirt manufacturer. In its ruling, the court upheld the university's right to license its name and logo, rejecting arguments by the manufacturer that the university had relinquished rights to its name because it had allowed goods to be sold for many years before creating a licensing program in 1982.

■ The University of Southern California obtained a court order against infringers of its registered trademarks and logos in November. Equipped with a temporary restraining and seizure order, federal law-enforcement officials seized nearly $7,000 worth of unlicensed products, including 650 T-shirts and caps, says a university official.

■ Canadian police, aided by licensing officials from Stanford University, raided a dry-goods store in Toronto last month. Police retrieved some $100,000 in clothing bearing Stanford's insignia.

Mr. Revoyr of U.C.L.A. calls for more of the same. "More schools need to get out there and stop infringement and get involved in enforcing," he says.

In an effort to ward off impostors and protect the tasteful use of their institutions' names, a handful of colleges banded together in November to form the Independent Labeling Group, an organization that gives members the right to use a label that designates merchandise as officially approved by the colleges. Since then, the group has grown to 28, with Harvard University the most recent institution to join (see accompanying story). U.C.L.A. and other universities are also considering joining the group.

Far From Foolproof

The labeling system is far from foolproof, since bootleggers may be sophisticated enough to produce copies of the label, too, says Kim N. Allan, vice-president and treasurer of the Association of College Licensing Administrators. "But it definitely helps," she adds.

The new labels were inspired partly by a similar program run for the last four years by the Collegiate Licensing Company, a private concern that acts as licensing agent for a consortium of 111 colleges. With offices in Atlanta and Canoga Park, Cal., the company issues labels that designate merchandise as an "Officially Licensed Collegiate Product" to manufacturers that produce and distribute the goods in the United States and Canada.

Useful as Marketing Tool

Company officials say the labels have been "highly successful" not only in discouraging unlawful use of their logos but also as a marketing tool.

At least one retailer agreed. "Our customers come in and say, 'Is this the real

Continued on Page A36

346 Years Later, Harvard Asserts the Rights to Its Official Shield

CAMBRIDGE, MASS.

Harvard University has had an official college seal, in one form or another, ever since the original design was adopted at an overseers' meeting in 1643.

But its famous three-book shield wasn't really Harvard's, in the legal sense, until last December, when the university at long last took steps to license its name, shield, and motto, "*Veritas*."

Those who wish to use the name or emblem must first gain the university's approval through Sylvia J. Struss, its trademark administrator. Ms. Struss submits manufacturers' ideas to a review committee, which must approve any request to use the university's name.

If approved, manufacturers must pay a 7.5-per-cent royalty fee on each item sold. That's slightly more than the industry average of 6 or 7 percent. "We're not selling the Harvard name to anybody," Ms. Struss says. "We license the right to use it."

Harvard anticipates that it will earn between $300,000 and $500,000 this year from sales of T-shirts, sweatshirts, pillows, and other items bearing the university's emblem.

The university has filed trademark applications in the United States and Canada, Ms. Struss says, and plans to file applications soon in Australia and New Zealand.

In an unusual arrangement, Harvard obtained a Japanese trademark for its name about three years ago—long before it filed its domestic application. The Japanese trademark allowed the university to conduct a pilot licensing program in that country. Sales in Japan of a Harvard line of men's clothing, manufactured by several Japanese firms, have generated $130,000 in annual royalties for the university.

Harvard also embarked on a test run in 1986 during the observation of its 350th anniversary, when university officials authorized a specially licensed commem-

Continued on Page A36

Sales of Merchandise With College Seals Boom

Continued From Page A33

stuff?' " says Michael L. Greenberg, co-owner of Off Campus Inc., a fast-growing chain of stores that deal exclusively in what the trade refers to as collegiate emblematic merchandise. "They definitely look for the label."

In fact, a group of licensing administrators at colleges not represented by the Collegiate Licensing Company has even proposed that all institutions adopt the use of one label, similar to the way in which National Football League and Major League Baseball products are promoted.

But Collegiate Licensing officials declined the offer. "Our label is a trademark that is federally registered," says Cheryl A. Smith, public-relations director for Collegiate Licensing.

"We have spent a lot of time and effort" in administering the labeling and licensing program, she adds.

Mr. Revoyr, who was a member of the Association of College Licensing Administrators committee that sought to establish the labeling program, expressed "a little disappointment" at the colleges' decision not to adopt one industry-wide standard.

For years Notre Dame has been regarded as the undisputed industry leader in royalty revenue, but the University of Michigan is closing the gap.

A single label, he added, would eliminate confusion on the part of both manufacturers and consumers.

Universities that have paid for the privilege of carrying Collegiate Licensing's label on their licensed merchandise include the University of Arizona, North Carolina State University, the University of Maryland, and Yale University. For between one third and one half of the institution's royalties, the company also administers all aspects of the licensing program, including negotiating with manufacturers, reporting royalties, monitoring compliance with licensing guidelines, and promoting the program to retailers and consumers.

Other universities, however, particularly those that do a lot of business, go it alone. Pennsylvania State University acts as its own licensing agent, handling all aspects of its negotiations with some 1,200 manufacturers. And the University of Notre Dame has an arrangement in which Champion Inc., an apparel manufacturer in Rochester, N.Y., runs the university's entire licensing program. Notre Dame officials will not discuss details of the arrangement.

TERRY O'DONNELL, U.C.L.A.

Jack Revoyr, with helmet telephone: "Our licensing program exists only to protect the institution."

Richard W. Conklin, Notre Dame's director of public relations and information, explains that by acting as its own licensor rather than participating in a consortium like that offered by Collegiate Licensing, "we control our own destiny."

"We're strong enough to go it alone," he adds.

Going it alone means getting the full benefit of the average 6- to 7-per-cent royalty on each Notre Dame key fob and desk lamp sold. That adds up to an estimated $1-million in gross revenues each year for the Fighting Irish, money that goes to the university's general operating fund and to minority scholarship programs.

For years Notre Dame has been regarded as the undisputed industry leader in annual royalty revenues, but the latest figures suggest there's a challenger for that title: The University of Michigan finished the 1988-89 academic year with gross revenues over $900,000.

For institutions that reap large revenues from licensing, a winning football and basketball season can work wonders for royalty revenues, college licensing administrators agree. "We'd like to think it's just the academic reputation of the institution," that boosts sales, says one licensing administrator who asked to remain anonymous. "That's definitely a factor, but there's nothing like a national championship." ■

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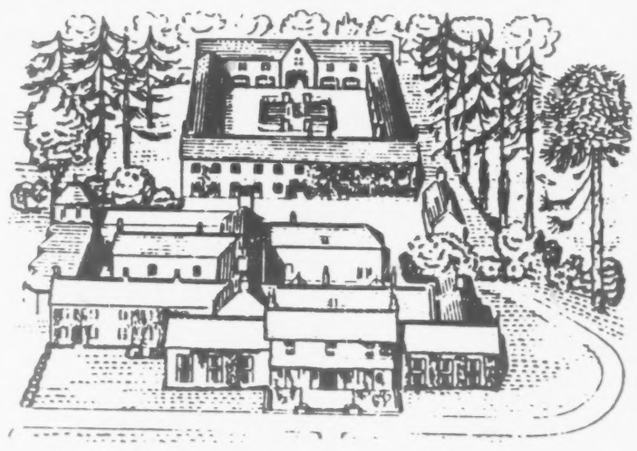

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346 Years Later, Harvard U. Asserts the Trademark Rights to Its Shield

Continued From Page A33

orative seal to be affixed to souvenir items. Harvard's share of anniversary merchandise sales was $50,000.

A 'Traditional' Outlook

For years the university resisted petitions from manufacturers pleading to be its "official" licensee in a market already flooded with unofficial Harvard merchandise. Harvard turned down the requests, Ms. Struss says, but the manufacturers "basically went ahead and made the T-shirts anyway."

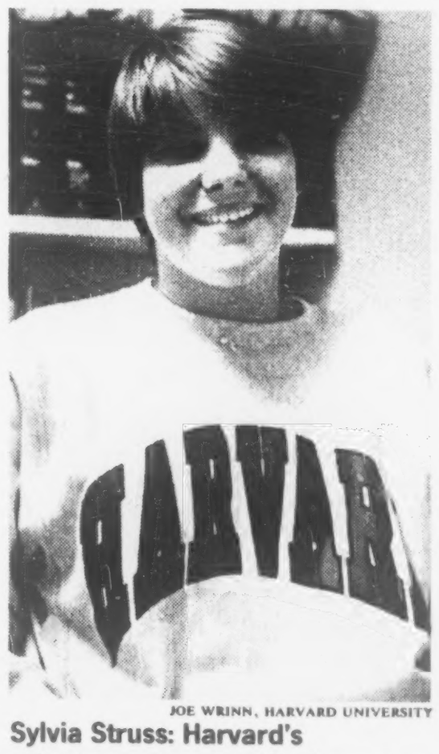
Ms. Struss explains that the institution's reluctance to enter the licensing game has stemmed from its "traditional" outlook. "Harvard is a conservative institution," she says.

Last fall the university sent letters to all manufacturers who had previously asked to become licensees, informing them that Harvard was beginning a licensing program and that the manufacturers could participate if they were still interested.

No Neon Colors

The university will be selective about the ways in which its name is displayed on merchandise, Ms. Struss says. "We want to keep the image as traditional as possible."

Therefore the committee has so far rejected proposals that it feels do not project the right image, including "way out" colors. "We won't accept neon," she says.



JOE WRINN, HARVARD UNIVERSITY

Sylvia Struss: Harvard's reluctance to enter the licensing game stems from its "traditional" outlook.

But a T-shirt is, after all, a T-shirt. Harvard's latest officially licensed shirt shows a drawing of Fred Flintstone, the cartoon character, wearing a crimson and white Harvard jacket. Approved by the university in January, the T-shirt is being produced by Fun Wear Inc., in Ohio.

"Fred is a natural" for depiction on a Harvard T-shirt, says Jerrold H. Luloff, Fun Wear's president. "He's a hard-working guy who's trying to get ahead."

—KAREN GRASSMUCK

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College and University Endowments Rebound, Grow 14.1 Pct. in Year

Continued From Page A1

market, college and university endowments chalked up two years of impressive gains before the crash, growing by 25 to 27 per cent.

"Whether the 90's will be as good depends in large measure on the stock market," said Ms. Jenkins. "If we do have a time when the market goes down, people might be looking away from the domestic markets to off-shore and foreign investments."

More Pressure on Managers

The attempt to repeat the high performances of the 80's, as well as the desire to limit tuition increases, will place more pressure on endowment managers, she said. Without high levels of tuition income, institutions may be forced to spend more of their endowments, thereby reducing return rates.

According to the report, the total market value of 330 college endowments in the year ending June 30, 1989 was $54.6-billion, compared with $49.5-billion for 315 institutions in the previous year. The study measures total return for participating endowments, including changes in the market value of investments as well as interest and dividend income. The study covered the period from July 1, 1988 to June 30, 1989.

College endowments reported returns ranging from a high of 37.4 per cent to a 6.2-per-cent loss. The report did not disclose the identities of colleges to match the performance data.

"Whether the 90's will be as good depends in large measure on the stock market. If it goes down, people might look to foreign investments."

More than 100 universities had endowments of $100-million or more, the study found, and 9 of the top 10 endowments were above the $1-billion mark.

As in previous years, Harvard University had the largest endowment of all private and public institutions, with a total of $4.4-billion. The University of Texas ranked highest among public institutions, with a total of $3-billion.

Changes in Allocation

Ranked by endowment per full-time-equivalent student, the Academy of the New Church led all institutions with $444,495 for each of the 315 people enrolled. In previous studies, Rockefeller University, which enrolls only graduate students, ranked highest, but it asked not to be included in this year's ranking. Among public universities, the Virginia Military Institute had the largest endowment per student, with $65,785 for each of its 1,318 enrollees.

Only modest changes occurred in the allocation of endowment assets to various investments, the report noted. The average endowment had 48.5 per cent in domestic stocks, compared with 46.4 per cent in 1988, and 31.3 per cent in bonds, compared with 33 per cent in 1988.

The most significant investment trend, the report said, was the increase in the number of colleges investing in real estate and foreign securities.

In 1987 and 1988, 37 per cent of surveyed institutions reported investments in real estate. In 1989, that figure had jumped to 49 per cent. Meanwhile, the average allocation to real estate rose from 1.9 per cent to 2.2 per cent.

NACUBO, a national association of campus business and financial officers, has released the annual endowment study every year since 1974. The study, which is conducted for the association by Cambridge Associates, a consulting company, now includes most of the four-year colleges and universities with endowments of at least $1-million.

Below Standard & Poor's

A preliminary report of the study, based on 120 colleges and universities, showed that endowments had grown by 14.8 per cent (*The Chronicle*, December 13).

The 14.1-per-cent overall return was less than the Standard & Poor's index of 500 common stocks, which rose 20.6 per cent in the period covered by the study.

College endowments, however, did better than several other meas-

Continued on Following Page

Average Annual Total Return* on Endowments

	Periods ending June 30, 1989			
	1 year	3 years	5 years	10 years
All investment pools	+14.1%	+9.4%	+15.7%	+13.7%
By size				
$25-million and under	+13.1%	+8.4%	+14.4%	+12.7%
$25-million to $100-million	+14.0	+9.6	+15.7	+13.3
$100-million to $400-million	+15.3	+9.8	+16.6	+14.4
$400-million or more	+14.3	+10.1	+16.6	+15.0
By type of institution				
Public	+14.2%	+9.3%	+15.6%	+13.2%
Private	+14.1	+9.4	+15.8	+13.9
Comparative measurements				
Standard & Poor's 500 Index	+20.6%	+11.9%	+20.0%	+16.9%
Shearson Lehman Hutton Government / Corporate Bond Index	+12.3	+8.1	+14.4	+11.3
Shearson Lehman Hutton Government Bond Index	+12.1	+7.8	+13.8	+11.5
Consumer Price Index	+5.3	+4.2	+3.6	+5.4

* Total-return rates represent change in market value, plus dividends and interest, for periods ending June 30, 1989, based on data for investment pools at 330 colleges and universities.

SOURCE: NATIONAL ASSOCIATION OF COLLEGE AND UNIVERSITY BUSINESS OFFICERS

FACT FILE: Value of 330 Endowments on June 30, 1989

1989 rank	Institution	Market value June 30, 1988	Market value June 30, 1989
1.	Harvard University	$4,155,778,000	4,478,976,000
2.	University of Texas System	2,779,796,000	3,021,474,000
3.	Princeton University	2,308,073,000	2,483,829,000
4.	Yale University	2,044,397,000	2,336,495,000
5.	Stanford University [1]	1,552,025,000	1,775,000,000
6.	Columbia University	1,374,608,000	1,460,356,000
7.	Texas A&M University System	1,178,641,000	1,304,536,000
8.	Washington University	1,123,745,000	1,294,209,000
9.	Massachusetts Institute of Technology	1,139,101,000	1,256,165,000
10.	University of Chicago	897,826,000	973,697,000
11.	Rice University	873,149,000	970,817,000
12.	Emory University	772,655,000	923,612,000
13.	Northwestern University	783,486,000	893,680,000
14.	Cornell University	716,606,000	823,000,000
15.	University of Pennsylvania	644,703,000	761,408,000
16.	Dartmouth College	570,616,000	632,027,000
17.	Vanderbilt University	499,064,000	556,567,000
18.	University of Notre Dame	463,502,000	542,501,000
19.	New York University	521,686,000	540,315,000
20.	University of Rochester	535,807,000	538,078,000
21.	Johns Hopkins University	508,399,000	527,209,000
22.	Rockefeller University	503,283,000	522,663,000
23.	California Institute of Technology	429,736,000	477,879,000
24.	University of Southern California	403,685,000	459,828,000
25.	University of Virginia	396,692,000	446,476,000
26.	Duke University	373,094,000	426,183,000
27.	University of Michigan	304,533,000	422,809,000
28.	Brown University	360,200,000	398,100,000
29.	Case Western Reserve University	331,183,000	381,075,000
30.	Wellesley College	293,297,000	341,746,000
31.	Southern Methodist University	293,119,000	334,643,000
32.	University of Delaware	301,224,000	329,280,000
33.	Smith College	294,522,000	325,759,000
34.	Swarthmore College	273,467,000	304,911,000
35.	Grinnell College	270,658,000	294,328,000
36.	Carnegie Mellon University	265,664,000	291,271,000
37.	Williams College	266,473,000	290,637,000
38.	Ohio State University	247,932,000	287,298,000
39.	Wake Forest University	258,833,000	284,670,000
40.	Wesleyan University	245,007,000	275,138,000
41.	University of Cincinnati	250,248,000	273,133,000
42.	University of Tulsa [2]	242,076,000	272,720,000
43.	Pomona College	241,909,000	271,053,000
44.	Trinity University [2]	247,257,000	266,670,000
45.	Amherst College	242,243,000	266,506,000
46.	George Washington University	233,534,000	265,772,000
47.	University of Richmond	242,289,000	265,310,000
48.	University of Pittsburgh	229,469,000	259,144,000
49.	Berea College	219,880,000	252,052,000
50.	Boston College [2]	200,153,000	250,005,000
51.	University of Minnesota	227,210,000	247,438,000
52.	Loyola University of Chicago	224,680,000	246,236,000
53.	Georgetown University	215,603,000	240,674,000
54.	Baylor University [2]	217,684,000	235,316,000
55.	Vassar College	211,503,000	226,953,000
56.	Lehigh University	192,834,000	225,628,000
57.	Tulane University	197,099,000	221,424,000
58.	Oberlin College	203,600,000	220,870,000
59.	Middlebury College	197,563,000	216,920,000
60.	Rensselaer Polytechnic Institute	184,164,000	209,406,000
61.	Kansas University Endowment Association	172,342,000	203,595,000
62.	University of Florida Foundation	170,560,000	198,207,000
63.	Lafayette College	169,902,000	187,117,000
64.	Thomas Jefferson University	169,628,000	185,229,000
65.	Pennsylvania State University	142,888,000	166,850,000
66.	Mount Holyoke College	148,041,000	163,664,000
67.	Saint Louis University	141,317,000	160,779,000
68.	Georgia Institute of Technology	150,239,000	158,174,000
69.	Carleton College	139,566,000	157,632,000
70.	Rochester Institute of Technology	130,853,000	155,630,000
71.	University of Nebraska	$127,616,000	$155,284,000
72.	University of North Carolina at Chapel Hill	130,964,000	151,562,000
73.	Boston University	142,483,000	150,547,000
74.	University of Washington	117,517,000	147,978,000
75.	Occidental College	130,005,000	145,211,000
76.	Washington State University	123,205,000	144,697,000
77.	Brandeis University	126,571,000	144,618,000
78.	Bowdoin College	133,039,000	144,156,000
79.	Syracuse University	124,463,000	144,015,000
80.	University of Minnesota Foundation	118,494,000	142,453,000
81.	University of Miami [2]	115,313,000	142,363,000
82.	Academy of the New Church	127,984,000	140,016,000
83.	Rush-Presbyterian St. Luke's Medical Center	106,107,000	135,353,000
84.	University of Alabama System [3]	117,041,000	135,000,000
85.	Bryn Mawr College	113,314,000	133,917,000
86.	Purdue University	111,109,000	133,431,000
87.	University of Missouri	115,048,000	131,968,000
88.	Tufts University	112,201,000	130,666,000
89.	Colgate University	107,174,000	123,309,000
90.	Colorado College	109,159,000	123,047,000
91.	Earlham College	106,601,000	122,247,000
92.	State University of New York at Buffalo	103,007,000	119,044,000
93.	American University of Beirut	104,224,000	117,544,000
94.	University of Illinois Foundation	102,908,000	117,478,000
95.	Agnes Scott College	95,633,000	114,823,000
96.	Southwestern University	97,299,000	114,554,000
97.	Hamilton College	99,713,000	113,945,000
98.	Trinity College (Conn.)	107,869,000	113,160,000
99.	University of Wisconsin Foundation	91,756,000	112,126,000
100.	Rutgers University	104,072,000	112,097,000
101.	Virginia Tech Foundation	82,600,000	105,800,000
102.	Cranbrook Educational Community	98,848,000	104,863,000
103.	Washington and Lee University	90,527,000	101,169,000
104.	Cooper Union	90,052,000	100,375,000
105.	University of Wisconsin System	88,393,000	97,849,000
106.	Worcester Polytechnic Institute	89,161,000	97,298,000
107.	Santa Clara University	76,696,000	96,781,000
108.	Loyola Marymount University	89,483,000	96,558,000
109.	Whitman College	74,165,000	95,455,000
110.	Union College (N.Y.)	85,547,000	95,238,000
111.	Mercer University	85,803,000	93,041,000
112.	Claremont McKenna College	80,441,000	92,666,000
113.	University of the South	79,912,000	92,328,000
114.	Radcliffe College	80,514,000	91,574,000
115.	University of Tennessee System	78,020,000	90,991,000
116.	Butler University	81,186,000	90,847,000
117.	Bucknell University	80,293,000	87,335,000
118.	Virginia Military Institute Foundation	80,573,000	86,705,000
119.	College of Saint Thomas	76,318,000	83,573,000
120.	University of Louisville Foundation	67,454,000	81,173,000
121.	St. Lawrence University	71,888,000	80,049,000
122.	Davidson College	66,906,000	79,496,000
123.	College of the Holy Cross	not reported	79,031,000
124.	Pepperdine University	69,575,000	79,015,000
125.	Franklin and Marshall College	61,934,000	78,703,000
126.	Haverford College	71,195,000	78,119,000
127.	De Pauw University	71,316,000	77,561,000
128.	Rhodes College	67,498,000	76,175,000
129.	Hampton University	71,201,000	75,359,000
130.	Reed College	63,993,000	74,528,000
131.	Colby College	66,105,000	74,035,000
132.	College of William and Mary	59,342,000	73,653,000
133.	Furman University [2]	62,792,000	73,160,000
134.	Willamette University [2]	66,153,000	72,176,000
135.	Marquette University	59,534,000	71,972,000
136.	University of Vermont	65,562,000	71,689,000
137.	University of Kentucky	54,986,000	70,455,000
138.	Lawrence University	65,387,000	69,590,000
139.	College of Wooster	61,740,000	69,210,000
140.	Denison University	59,178,000	69,184,000

Note: Table includes 330 institutions participating in the comparative-performance study by the National Association of College and University Business Officers.

[1] As of August 31
[2] As of May 31
[3] As of September 30
[4] As of July 31
[5] As of April 30
[6] As of December 31

Continued on Following Page

Endowment Growth of 14.1 Pct. Is Largest Since 1985-86

Continued From Preceding Page

ures, including the 12.3-per-cent return of the Shearson Lehman Hutton Government / Corporate Bond index and the 7.9-per-cent return of 91-day Treasury Bills.

Taking inflation into account, as measured by a 5.3-per-cent increase in the Consumer Price Index during the 1989 fiscal year, college endowments grew by 8.4 per cent.

Other findings of the survey:

■ Of all investments, oil and gas delivered the highest return, 25.6 per cent. Next highest were domestic common stocks, with a 20.6-per-cent return, and leveraged buyouts, with an 18-per-cent return. By contrast, investments in venture capital earned the worst return, minus 10.1 per cent.

■ The largest endowments—those totaling $400-million or more—are most likely to place funds in "alternative" investments, such as venture capital, oil and gas, and leveraged buyouts. Endowments of that size have 22 per cent of their assets allocated to such investments, while the figure for endowments totaling $100-million to $400-million was 9.5 per cent. Smaller endowments, those totaling $100-million or less, have only 6.4 per cent or less committed to alternative investments.

■ Public institutions are spending less of their endowments. In 1986, public colleges spent 6.2 per cent of their endowments, but that figure dropped to 4.1 per cent in 1989. Two reasons account for the decrease, the report said: the higher flow of private gifts to public colleges and the bull market.

■ Colleges with endowments totaling $100-million to $400-million earned the highest return, 15.3 per cent. Next were colleges with the very largest endowments, $400-million or more, with a 14.3-per-cent return. Endowments totaling $25-million to $100-million and those of $25-million or less earned returns of 14 per cent and 13.1 per cent respectively.

■ Endowment wealth continues to be highly concentrated: 27 institutions with endowments totaling $400-million or more control 56.5 per cent of the total.

■ In the past 11 years, the purchasing power of college endowments increased an average of 6.6 per cent annually. In the same period the Consumer Price Index, a common measure of inflation, increased by an average of 5.8 per cent each year. The report noted that colleges and universities had been successful in protecting their endowments from erosion of their purchasing power.

A summary of the report on the study appears in the February issue of *Business Officer*, NACUBO's monthly magazine.

Copies of the complete report are available for $50 each, prepaid, for members of the association and $75 for others from NACUBO Publications, P.O. Box 96164, Washington 20090-6164. Copies of an executive summary of the report are available for $20 for members and $30 to others. ■

FACT FILE: Value of 330 Endowments—Continued

1989 rank	Institution	Market value June 30, 1988	Market value June 30, 1989
141.	University of California at Los Angeles Foundation	$48,225,000	$68,493,000
142.	Austin College	52,793,000	68,464,000
143.	Mills College	60,133,000	68,275,000
144.	University of Iowa Foundation	34,767,000	68,078,000
145.	Harvey Mudd College	50,904,000	63,143,000
146.	Kansas State University Foundation	62,699,000	62,608,000
147.	Simmons College	57,388,000	62,535,000
148.	Ohio University	55,558,000	62,463,000
149.	Fordham University	51,472,000	61,653,000
150.	Indiana University	52,784,000	60,595,000
151.	Berry College	55,151,000	60,459,000
152.	Goucher College	52,223,000	57,490,000
153.	University of Colorado Foundation	48,149,000	57,356,000
154.	Scripps College	49,134,000	56,869,000
155.	Ithaca College	49,490,000	56,743,000
156.	University of Nevada System	49,857,000	56,056,000
157.	University of Arizona	48,762,000	55,300,000
158.	Teachers College, Columbia University [1]	46,848,000	54,786,000
159.	Temple University	47,692,000	54,501,000
160.	Virginia Commonwealth University	47,639,000	53,770,000
161.	Rhode Island School of Design	47,949,000	53,045,000
162.	University of Maryland System	45,924,000	52,471,000
163.	Auburn University [3]	48,955,000	52,354,000
164.	University of Dayton	42,574,000	51,224,000
165.	Michigan State University	45,552,000	51,012,000
166.	Claremont University Center	48,788,000	50,603,000
167.	Hendrix College [4]	42,868,000	49,950,000
168.	University of Hawaii	42,514,000	49,941,000
169.	Albion College	46,211,000	49,894,000
170.	Bentley College	45,096,000	49,791,000
171.	Philadelphia College of Pharmacy and Science	46,562,000	48,284,000
172.	Allegheny College	42,089,000	47,785,000
173.	University of South Carolina	37,873,000	47,373,000
174.	Sweet Briar College	43,978,000	47,300,000
175.	Oregon State System of Higher Education	43,548,000	47,139,000
176.	Spelman College	43,936,000	46,940,000
177.	University of Denver	41,378,000	46,456,000
178.	Centre College of Kentucky	40,797,000	45,076,000
179.	University of Puget Sound	38,235,000	44,724,000
180.	Dickinson College	39,146,000	44,365,000
181.	Oregon Health Sciences U. Foundation	38,376,000	44,080,000
182.	Barnard College	47,797,000	43,969,000
183.	Randolph-Macon Woman's College	37,767,000	43,851,000
184.	University of Illinois	39,186,000	43,385,000
185.	Valparaiso University	37,563,000	43,291,000
186.	Hartwick College	40,470,000	42,933,000
187.	Clemson University and Foundation	33,513,000	42,892,000
188.	North Carolina State University	37,522,000	42,752,000
189.	Creighton University	34,810,000	42,271,000
190.	Alma College	37,714,000	41,722,000
191.	Clark University [2]	35,103,000	41,119,000
192.	Birmingham-Southern College	36,684,000	40,812,000
193.	Transylvania University	37,389,000	40,357,000
194.	Wheaton College (Mass.)	36,582,000	40,152,000
195.	Wittenberg University	36,471,000	40,005,000
196.	Baldwin-Wallace College	36,809,000	39,995,000
197.	Wayne State University	31,690,000	39,510,000
198.	Kalamazoo College	34,499,000	38,765,000
199.	Wentworth Institute of Technology	35,446,000	38,446,000
200.	Hollins College	34,741,000	38,053,000
201.	University of Tennessee at Chattanooga	33,008,000	38,032,000
202.	University of Mississippi	31,481,000	37,707,000
203.	Arkansas College	38,497,000	35,973,000
204.	Gettysburg College [2]	29,200,000	35,679,000
205.	Connecticut College	31,685,000	35,581,000
206.	Buena Vista College	31,630,000	35,472,000
207.	Clarkson University	35,584,000	34,953,000
208.	DePaul University	25,831,000	34,235,000
209.	University of Akron	27,762,000	33,980,000
210.	Washburn Endowment Association	26,864,000	33,874,000
211.	Rider College	29,372,000	33,394,000
212.	State U. of New York at Buffalo Foundation	not reported	33,053,000
213.	St. Olaf College [2]	27,398,000	32,792,000
214.	Hobart and William Smith Colleges [2]	27,251,000	32,617,000
215.	Washington and Jefferson College	29,864,000	32,422,000
216.	Seattle University	28,190,000	31,772,000
217.	University of San Francisco [2]	27,603,000	31,682,000
218.	Skidmore College	27,547,000	31,243,000
219.	Beloit College [2]	26,223,000	31,084,000
220.	Bryant College	26,110,000	30,657,000
221.	Hampden-Sydney College	27,500,000	30,339,000
222.	Loyola College (Md.)	25,642,000	30,228,000
223.	Oregon State University Foundation	25,705,000	29,377,000
224.	Lake Forest College [2]	24,397,000	29,355,000
225.	Texas Tech University [1]	28,585,000	29,054,000
226.	Muhlenberg College	25,396,000	28,777,000
227.	University of Alaska	22,996,000	28,500,000
228.	Norwich University	25,776,000	28,101,000
229.	Knox College	23,809,000	28,019,000
230.	Illinois College	25,263,000	27,423,000
231.	Wells College	22,534,000	27,050,000
232.	University of Maine System	23,991,000	26,300,000
233.	Medical College of Wisconsin	20,335,000	26,255,000
234.	University of South Florida	23,446,000	26,046,000
235.	Mississippi State University	18,512,000	25,949,000
236.	Saint Mary's College (Ind.)	22,838,000	25,854,000
237.	Bowling Green State University	17,689,000	25,665,000
238.	Miami University	23,351,000	25,464,000
239.	Oklahoma State University Foundation	18,381,000	25,448,000
240.	Regis College (Mass.)	22,704,000	25,173,000
241.	Roanoke College	$23,122,000	$25,164,000
242.	New York Medical College	17,997,000	25,064,000
243.	Pratt Institute [1]	20,906,000	25,045,000
244.	Babson College	28,694,000	24,929,000
245.	Millsaps College	23,109,000	24,856,000
246.	University of Oregon Foundation	24,958,000	24,386,000
247.	California Institute of the Arts	24,500,000	24,300,000
248.	Bethany College (W.Va.)	22,257,000	24,134,000
249.	University of Hartford	22,802,000	24,123,000
250.	Lynchburg College	20,532,000	23,794,000
251.	Hope College	21,096,000	23,766,000
252.	Juniata College	21,032,000	23,441,000
253.	Cornell College	22,523,000	22,691,000
254.	New School for Social Research	18,274,000	22,628,000
255.	Bradley University [2]	20,174,000	22,586,000
256.	St. John's College (Md.)	20,647,000	22,470,000
257.	Marietta College	23,283,000	22,258,000
258.	John Carroll University	20,186,000	21,950,000
259.	Hiram College	18,444,000	21,791,000
260.	University of Scranton [2]	18,100,000	21,709,000
261.	Randolph-Macon College	18,471,000	21,642,000
262.	Dillard University	19,748,000	21,608,000
263.	Ohio Northern University	19,860,000	21,556,000
264.	University of Redlands	23,213,000	21,355,000
265.	Alfred University	20,307,000	21,061,000
266.	Canisius College	17,731,000	20,916,000
267.	Drake University [2]	26,411,000	20,800,000
268.	Guilford College	18,158,000	20,553,000
269.	Fairfield University	17,439,000	20,447,000
270.	U. of North Carolina at Greensboro	16,355,000	20,447,000
271.	American University [5]	17,791,000	19,127,000
272.	Xavier University (Ohio)	15,367,000	19,072,000
273.	Saint Norbert College	17,311,000	18,698,000
274.	Washington College	18,067,000	18,352,000
275.	Old Dominion University	17,281,000	18,276,000
276.	Moravian College	16,401,000	18,001,000
277.	Salem College	15,240,000	17,387,000
278.	Ripon College	15,137,000	17,282,000
279.	Monmouth College (Ill.)	14,442,000	16,887,000
280.	Mary Baldwin College	14,257,000	16,079,000
281.	Nazareth College of Rochester	14,849,000	15,682,000
282.	Morningside College [2]	13,107,000	15,368,000
283.	Medical College of Pennsylvania	13,187,000	15,163,000
284.	Central University of Iowa [1]	11,735,000	14,961,000
285.	San Diego State University Foundation	13,613,000	14,948,000
286.	Southwest Texas State University [1]	14,291,000	14,856,000
287.	Albright College [2]	13,413,000	14,585,000
288.	Elizabethtown College	13,199,000	14,508,000
289.	Ouachita Baptist University [2]	12,560,000	14,328,000
290.	Pitzer College	12,558,000	14,222,000
291.	Marywood College	13,164,000	14,181,000
292.	Utah State University	12,699,000	13,995,000
293.	Arizona State University	10,303,000	13,693,000
294.	Western Michigan University	12,787,000	13,444,000
295.	Emporia State University	12,034,000	13,431,000
296.	Western Maryland College	13,041,000	13,290,000
297.	Sarah Lawrence College [2]	12,003,000	12,818,000
298.	King's College (Pa.)	11,000,000	12,702,000
299.	State University of New York Health Science Center at Brooklyn College of Medicine	11,057,000	12,687,000
300.	Memphis State University	10,223,000	12,429,000
301.	Western New England College	10,031,000	11,985,000
302.	Madonna College	10,472,000	11,828,000
303.	University of Evansville [2]	11,137,000	11,767,000
304.	University of Rhode Island	11,271,000	11,712,000
305.	Stephens College [2]	10,551,000	9,659,000
306.	Ball State University Foundation	8,103,000	9,521,000
307.	Monmouth College (N.J.)	7,888,000	9,274,000
308.	East Tennessee State U. and Foundation	6,600,000	8,786,000
309.	University of Medicine and Dentistry of New Jersey	6,729,000	8,104,000
310.	Russell Sage College	7,442,000	8,060,000
311.	St. John Fisher College [2]	6,272,000	8,009,000
312.	Bellarmine College [2]	6,544,000	7,199,000
313.	College of New Rochelle	6,082,000	6,924,000
314.	State University of New York Health Science Center at Syracuse	6,028,000	6,918,000
315.	Widener University	5,725,000	6,409,000
316.	Pittsburg State University	5,145,000	6,233,000
317.	Rosemont College	4,838,000	6,092,000
318.	Grand Valley State University	5,968,000	6,086,000
319.	Mount Mercy College	5,645,000	6,023,000
320.	State University of New York Stony Brook Foundation	5,311,000	5,765,000
321.	Saint Peter's College	3,881,000	4,775,000
322.	Seton Hill College	4,045,000	4,369,000
323.	Southern California College	3,798,000	3,861,000
324.	Southwest Missouri State U. Foundation	3,155,000	3,828,000
325.	Kentucky Wesleyan College	2,656,000	3,394,000
326.	State University of New York Potsdam College Foundation	2,476,000	2,717,000
327.	Oakland University	2,410,000	2,687,000
328.	State University of New York, all campuses except those listed separately	1,959,000	2,202,000
329.	State University of New York Plattsburgh College Foundation [6]	2,057,000	2,187,000
330.	Indiana University of Pennsylvania	1,646,000	1,869,000

Note: Table includes 330 institutions participating in the comparative-performance study by the National Association of College and University Business Officers.

[1] As of August 31
[2] As of May 31
[3] As of September 30
[4] As of July 31
[5] As of April 30
[6] As of December 31

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News Summary

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Historians and critics have been slow to take up questions of race and racism in Western art: Page A6.

Geneticists and paleontologists debate the origins of modern humans: Page A7.

St. Anselm College is sticking with its successful Western-culture program: Page A17.

Reform of teacher education and that of public schools must go hand in hand, education deans were told last week: Page A17.

The controversy prompted by the Virginia Military Institute's policy of admitting only men may soon spread to other public colleges: Page A23.

College officials are looking to a foundation set up by Donald Trump as a source of significant support for higher education: Page A28.

Eight national black fraternities and sororities have agreed to end the practice of pledging: Page A31.

The number of athletes who failed to meet all of the N.C.A.A.'s academic standards for freshmen rose for the second year in a row: Page A33.

Higher-education groups in Canada are alarmed by a plan to impose a freeze on grants for colleges and universities: Page A35.

Master's-degree programs in business administration are booming in Indonesia: Page A35.

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'INSIDIOUS SEQUENCE OF EVENTS'

Big Astronomical 'Discovery' Turns Out to Be Interference Signal From Television

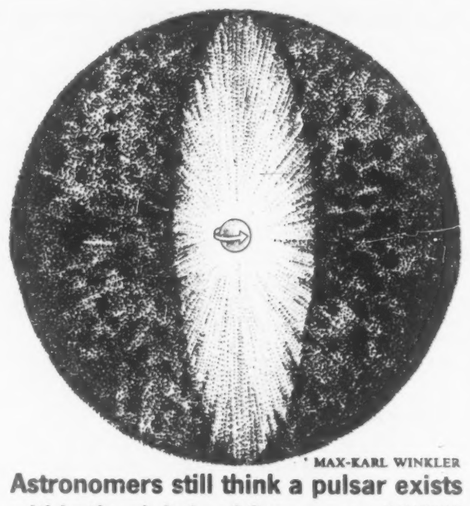
By KIM A. McDONALD

NEW ORLEANS

A signal that scientists thought had come from the fastest-spinning object in the universe—a superdense star rotating at nearly 2,000 revolutions per second—has turned out to have come from a much more mundane source: a television set that someone had forgotten to turn off.

The purported discovery, which received national attention in January 1989 and spurred the production of numerous theories from astrophysicists to explain how such a star could spin so fast without breaking apart, was retracted last week at the annual meeting here of the American Association for the Advancement of Science.

John Middleditch, an astrophysicist at the University of California's Los Alamos National Laboratory, told scientists that he and Tim Sassen, a graduate student at the University of California at Berkeley, had discovered the error this month while using the same telescope on which they had made their original observation.



MAX-KARL WINKLER

Astronomers still think a pulsar exists within the debris of Supernova 1987A.

Mr. Middleditch explained that his team had spent the past year searching

Continued on Page A11

Loan Defaults Laid to Inept Management by Education Dept.

Senate panel finds poor oversight and overly loose requirements

By CHRISTOPHER MYERS

WASHINGTON

A Senate panel last week issued a report that put part of the blame for widespread student-loan defaults on inept management by the Education Department.

Student-loan defaults have been a growing problem in recent years, with the federal government writing off about $1.8-billion in unpaid debts in fiscal 1989. Criticism of the system in the past has focused on alleged abuses of the loan programs by for-profit trade schools. But Senate investigators said at a hearing that much of the problem was in the way the programs were run.

They said the loan programs suffered from inadequate oversight, insufficiently rigorous eligibility requirements, and miscommunication between various agencies handling loans.

"To date we have not found one area that we have examined in the federal student-aid programs that is operating efficiently or effectively," said David B. Buckley, chief investigator for the Senate Permanent Subcommittee on Investigations.

A report by the Education Department's Inspector General, James B. Thomas, Jr., echoed many of the assertions in the Senate report.

Nunn Sees a 'Warning Signal'

Sen. Sam Nunn, a Georgia Democrat who is chairman of the Senate subcommittee, said major changes were needed to correct the shortcomings of the student-loan system. "We can't afford to ignore this kind of warning signal," he said.

Jim Moore, a spokesman for the Education Department's Office of Postsecondary Education, said the department was still reviewing the reports from the Senate panel and the Inspector General, and did not yet have a detailed response. He said, however, that the department was "well aware" of, and had already focused on,

Continued on Page A25

Social-Security Plan Irks College Leaders

By SCOTT JASCHIK

WASHINGTON

Higher-education officials are furious about a Bush Administration proposal that would include student workers at public colleges in the Social Security system. The proposal would reduce the students' take-home pay by 7.65 per cent and increase the colleges' payroll costs by the same amount.

Under the proposal, all employees of state and local governments who do not participate in public-employee retirement plans would be covered by Social Security. An employee's contribution to Social Security—7.65 per cent of his or her salary—would be deducted from each paycheck, and the employer would be required to pay a matching amount.

If approved by Congress, the plan would cut into an exemption in place since 1939. It states that students are not required to pay Social Security taxes on earnings from jobs provided by their schools, colleges, and universities.

Losses in the Millions

Public-college officials estimate that their students would lose millions of dollars a year under the Bush proposal. Based on current payrolls, Purdue University students would lose $2.8-million a year, while students at the University of Michigan and the University of Missouri would lose $1.5-million and $2.3-million, respectively.

Because the universities would be facing

Continued on Page A25

Many Colleges Report Dip in Applications

By SUSAN DODGE

By mid-February, many colleges and universities had received fewer applications from prospective freshmen than they had received at the same time last year.

The number of applications received through last week was from 1 to 22 per cent lower than the 1989 levels at several institutions, with many colleges reporting drops of 5 to 10 per cent. Some institutions report that their number of applications has remained stable, while a few colleges predict they will have more applications this year than they did last year.

At most institutions, particularly private colleges, the majority of high-school seniors interested in attending next fall have already applied.

Admissions officials have several theo-

Continued on Page A31

Plan to Let Third-World Nations Trade Foreign Debt for Development Funds May Also Help Universities

By JEAN EVANGELAUF

WASHINGTON

A plan being promoted to help debt-ridden third-world countries and their people may also give academic institutions in industrialized countries a rare opportunity—a chance to obtain long-term financing for overseas projects.

The plan, advanced by a coalition of non-profit organizations in the United States, seeks to exchange third-world debt for development funds in order to improve the lives of impoverished people and to protect fragile ecosystems in underdeveloped countries.

The transactions would require lengthy, complex negotiations and would involve some financial risk, according to officials of the Debt-for-Development Coalition and an associated foundation, which are behind the idea. But the officials say the approach could eventually provide hundreds of millions of dollars to third-world countries and could help chip away at the $1.3-trillion those nations owe to private

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